

YOUR WEEK IN CHINA'S CAPITAL

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Self Study No Fix for Drivers' Ed Corruption

Bribes won't be leaving China's driver's ed system any time soon. **Page 4**



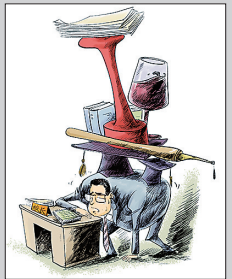
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The Legend of Qin may have saved domestic animation. **Page 5**



Professional University Presidents?

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Cracking Down on Surrogacy

The government has banned fertility clinics from using surrogate mothers or advertising their services.

But crafty clinics have still found ways to recruit clients using private QQ groups and new media channels. **Page 2**

Top Universities Embrace Rural Students

BY LYNNE WANG

Chinese universities are adopting policies favorable to students from remote areas in an effort to balance out the increasingly uneven distribution of education centers.

The capital's top universities including Peking University, Tsinghua University, Beijing Normal University and Beihang University released their enrollment plans on April 15. Rural candidates can receive bonus points on the National College Entrance Exam if they pass pre-enrollment assessments, according to the schools' policies.

At Tsinghua University, talented students from rural areas will receive 30 to 60 bonus points, and anyone who passes a fitness test can get 5 extra points. Peking University has adopted even more attractive rules than its science-oriented

counterpart. According to the college's Dream-Building Plan, talented rural students can get accepted as long as they achieve the minimum scores of a first-tier school in their home province.

In China, it's hard for students from rural areas to get into universities, let alone top colleges. The rural-urban student ratio was higher than 33 percent between 1978 and 1988, but it has fallen since the early 1990s.

The average percentage of rural students at Tsinghua University is 17 percent, and at Peking University it dropped to less than 1 percent in the following decade, according to a study by Liu Yunshan, a professor of education at Peking University.

"Due to poverty and a lack of education

resources, students in rural areas are disadvantaged in accessing quality education. Obviously, the upcoming recruitment plan could significantly boost equality between different areas," said Wang Chuantao, an education commentator at Sina.

But it's unclear whether the measures can solve the inequality problem.

"The primary problem is transparency," said a *China Youth Daily* editorial. "If pre-enrollment is conducted by individual schools, then who will supervise the selection and maintain justice and equality?"

Universities such as Tsinghua have invited the local government to supervise middle school selection, but the ubiquitous existence of corruption still raises concerns. ■

CHINESE STOCK INDEXES

SSE (Shanghai)

Close	Change	YTD
4,414.51	▲16.01 (0.36%)	+36.46%

SZSE (Shenzhen)

Close	Change	YTD
14,743.22	▼5.92 (0.04%)	+33.87%

HSI (Hong Kong)

Close	Change	YTD
27,827.70	▼106.15 (0.38%)	+18.39%

Accurate to market close on April 23, 2015





Photo by 163.com

'Camgirl' China's Fastest Growing Online Career

BY LYNNE WANG

Xiaorou, 22, is a kindergarten teacher by day and a professional camgirl by night on Sina Show, China's largest platform for online video chat services.

Everyday after work, Xiaorou goes to her "live studio" to perform a two-hour show. This has been her routine for the past three years. The studio, named The Edge, puts a lone girl in front of hundreds of followers to chat, sing and dance. Although it's free for users to enter the room, they frequently buy Xiaorou virtual gifts to express their affection.

Xiaorou is among an increasing number of young women in China who are making careers as camgirls.

Sina Show is produced by the Internet firm Tiange Interaction. It has more than 26,000 similar rooms that users access every night. An estimated 270,000 users buy virtual gifts for the dancing and singing hostesses.

Tiange Interaction leads the social video market with a 33.9 percent market share, according to iResearch. Its revenues reached 692 million yuan in 2014, with an annual growth of 26.3 percent.

The firm's profitability is amazing, as most Chinese Internet firms are notorious for burning a lot of money without return. The company was largely unknown until it was listed on the Hong Kong stock market last July.

Tiange Interaction was established in 2006 as the first domestic online broadcasting platform that combined traditional chat rooms, online videos and social networking. Inspired by its huge profits, similar sites such as YY, Six Rooms and BoBo began to emerge. All have managed to keep a low profile.

The user structure somewhat explains why people know so little about the industry. More than 60 percent of Sina Show's 200 million

users come from third- or fourth-tier cities. More specifically, migrant workers struggling in big cities and rich men in small towns are the ones buying gifts for the camgirls and keeping social video platforms afloat.

"With the swift urbanization and popular migration, the youth who leave their hometowns and strive for a better life in big cities have social difficulties," said Xie Peng, a business reporter for *South Weekly*. "They lack the channels or money to communicate and socialize. Compared to the Western world, there is little party culture in China, so online video chatting satisfies their demands."

This virtual world has been a financial win for all parties. "Some people say the social video platform is the online version of a night club," said a camgirl nicknamed Xiongxiang. "I disagree with that because you might find true love here."

"Although there are few wealthy guys, you can find happiness when talking with a *diaosi*. The way they entertain themselves and laugh at life is kind of cheerful," she said.

By sharing romance stories, Xiongxiang has accumulated 2,000 loyal followers since she started as a camgirl. She makes between 7,000 yuan and 20,000 yuan per month off the virtual gifts.

The most popular virtual gifts are roses or lollipops priced 10 yuan each. "Of course, there are also rich people from small towns who want to show off their wealth by offering the camgirls expensive gifts such as virtual airplanes priced 100,000 yuan each," said Liu Yan, CEO of Six Rooms.

But the risk of a government crackdown hangs over the fledgling industry. China has strict laws regulating naked chatting or "digital prostitution."

"There are strict rules for social video platforms to prevent pornographic communications. Most filter for sensitive words and have a special team to supervise image streams," said an employee at YY.

Still, the nature of Internet technology makes it hard to ensure that China's camgirls don't go beyond harmless teasing. ■

Health Officials Say Online Medical Diagnosis a No-no

BY SHU PENGQIAN

Online medical diagnosis has made it onto the National Health and Family Planning Commission's blacklist.

"On the Internet, any activities related to medical diagnosis and treatment are forbidden, but consultations are allowed," said spokesman Song Shuli in a recent news conference.

China has various online medical platforms and apps on which doctors or people claiming to be doctors answer netizens' questions. Many users access these platforms to identify treatments and ask for medical advice on less serious diseases.

Hospital visits can be expensive and inconvenient, especially in large cities such as Beijing. So people often turn to the online platforms, believing that the treatment they find there is as effective as the one they would have been prescribed at the hospital.

In other cases, people with venereal diseases or skin diseases are too embarrassed to see a doctor, so they access the online platforms instead.

But sometimes online medical services' disadvantages outweigh the advantages.

"I continuously sneezed, teared up and had a runny nose recently," Guo Hai of Hefei, Anhui province, told a *Hefei Evening News* reporter. "An online doctor told me it was viral flu." When Guo didn't feel better after a week of taking flu medicine, he went to the hospital. "The doctor said it was allergic rhinitis," Guo said.

Some doctors use online consultation to recruit patients for private hospitals or coerce them to buy overpriced or counterfeit medicine.

But the National Health and Family Planning Commission's ban may be difficult to enforce, as it can be difficult to distinguish between medical diagnosis and consultation. The two activities lack clear legal definitions. ■

(Shu Pengqian is an intern at Beijing Today.)

Leukemia Patient Attempts Self-Barbecue to Kill Cancer

BY YANG XIN

China is never short of ridiculous stories about sick people seeking recovery through dubious folk remedies. Jian Binhui is the latest case.

Jian was diagnosed with leukemia in 2013. He comes from a poor farming family in Yunlong County, Yunnan province. Jian's prolonged illness exhausted his family's savings.

"For leukemia patients, a single treatment can cost 500,000 yuan, which is hardly affordable for people from poor mountainous areas like me. Cancer has been a disaster for my family," Jian said in an interview with the *Legal Evening News*.

"Some experts claim that a temperature higher than 42° can kill cancer cells, so I set up a contraption in my backyard to try," Jian wrote on his Sina Weibo microblog on April 9.



He decided to give the zero-cost folk remedy a try.

Jian first lit a fire with sawdust, twigs and branches and let it burn for several minutes until it got hot enough. Then he climbed atop the wooden poles for as long as he could bear the roasting temperature.

Jian said he would continue using this

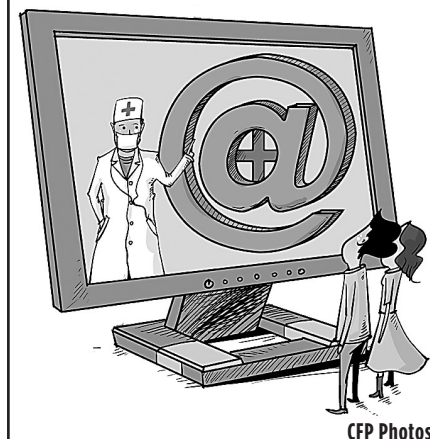
unorthodox treatment before returning to the hospital to see whether his condition has improved.

Jian's journey did not stop there.

Last month, Jian married his long-term girlfriend Liu Yuan and said he refused to be defeated by the disease.

The couple's latest stop was Langfang, Hebei province. Yanda International Hospital in Hebei said it would accept him as a patient and offer him treatment on condition that he pay a cash pledge of 250,000 yuan. Inspired by recent news of a father who worked as a human punching bag to raise money for his sick son, Liu Yuan went to a local street and put up a similar sign saying "10 yuan for a hug."

The couple has earned a lot of sympathy, but has also raised the eyebrows of people who think they're doing it all for attention. ■



CFP Photos



Surrogacy Finds New Business Through Social Media

BY DIAO DIAO

The National Health and Family Planning Commission and other departments have banned fertility clinics from using surrogate mothers. A notice issued in April further prohibits websites from publishing any information about surrogacy and orders the removal and blocking of all related information.

The ban on providing surrogacy information extends to all media, as well as health care workers, nurses and social agencies.

Illegal surrogacy has existed for many years as some couples have sought other options to have a baby. Service centers have given otherwise infertile couples the chance to have a baby while earning large amounts of money. However, surrogacy has been plagued by such problems as sex-selective abortion and surrogate mothers refusing to give up the baby.

In 2001, the government issued a notice that banned surrogacy services in hospitals

and health care centers. This year, the National Health and Family Planning Commission and 11 other ministries and commissions said that illegal surrogacy is one of the main problems that need to be solved this year.

But surrogacy services have found a new advertising channel: social media.

According to a *Beijing Youth Daily* investigation, some surrogacy service centers have Weibo, WeChat and QQ accounts for advertising. Some surrogate mothers also publish the announcements through their own social media accounts.

A surrogacy service center called Feifan Yunyu, which claims to have experience with overseas surrogacy, has a website, WeChat and QQ accounts, phone number and a hotline for customer information. It also published at least one article per day about advances in surrogacy technology and posts articles on subjects such as parenting.

Other official WeChat accounts list VIP services and expenses, successful cases and other detailed information.

Some individuals claiming to provide surrogacy services actually run illegal sex transactions.

A QQ user born in 1996 told a reporter that she provides sexual surrogacy, also known as "cohabitation surrogacy," in which clients have sex with the surrogate mother. If she becomes pregnant, the client takes her home to protect the infant. When the baby is born, the client also has to take care of the surrogate mother for the first month. Cohabitation surrogacy has few success cases and costs the father at least 300,000 yuan.

According to *Beijing Youth Daily* reporters, most surrogate mothers come from the countryside. Many of them help friends enter the business as well.

Social media may be the government's biggest challenge in cracking down on illegal services because accounts can be easily terminated and replaced once the user suspects something is wrong. ■



Counterfeit Condoms Seized in Shanghai

Nearly 3 million fake condoms carrying the Durex and Jissbon brands were seized by Shanghai police on April 21. Nine suspects were arrested.

Police said the suspects used QQ group chats to organize the sale of fake condoms to stores in Shanghai and the provinces of Henan, Anhui, Zhejiang, Hubei, Guangdong, Jiangsu and Shaanxi.

(Tencent News)

Wuhan University Builds Great Wall Copy

The Wuhan Institute of Biological Engineering recently unveiled the latest addition to its campus facilities: a 1.6-kilometer "Great Wall" connecting all the campus sections.

The wall includes many of the famous and highly recognizable sections of the real Great Wall.

University officials said that the main goal for building the wall was to "improve traffic flow." Beijing Today admits to being puzzled about how the world's most famous barrier will be used to improve campus traffic.

(Tencent News)

Sichuan Woman Gets Pets Banned from Buses

The battle between a dog-toting woman and the driver of Bus K46 in Nanchong, Sichuan province has resulted in a new citywide regulation that bans live animals on public transportation.

The bus driver stopped the bus and refused to drive when the woman boarded with her small dog on April 13. He told the woman that pets were not allowed because they might bite other passengers.

The woman, who had already swiped her card, began to curse at the driver. After 5 minutes of fighting she threw a bottle of water at him.

The passengers ultimately united to force her and her dog off the bus before police arrived.

(Tencent News)

Internet Operators to Improve Speeds, Reduce Fees

BY QU CHAONAN

"Upon arriving at a new place, many people first ask if there is Wi-Fi," Premier Li Keqiang said at an economic forum on April 14, referring to the country's high mobile-data fees.

This is not the first time Li mentioned the problem. "Network speeds in some developing countries are even faster than Beijing's," he said at the event.

According to the 35th Statistical Report on Internet Development in China, by the end of 2014 the number of netizens in China had reached 649 million, nearly half of the population. Moreover, 557 million people access the Internet on their smartphones. China has the largest number of Internet users in the world.

Regarding network speeds, however, China ranks 82nd, with an average speed of 3.4 megabits (435KB) per second, far behind the world's average speed of 4.5 megabits (576KB) per second, according to the 2014 International Telecommunication Union Assessment.

"I spend 70 yuan per month on a 2G data plan. Last month I went out for business and

used 4G data, which cost me an extra 100 yuan," said a local IT industry worker surnamed Zhu. "The data charges are too high. Users of 4G mobile phones or smartphones in China generally cannot afford to watch videos on data."

Netizens joke about the high data fees, saying "If you forget to turn off your data connection before bed, your house might belong to China Mobile when you wake up."

An online survey by Sohu research with 385,137 respondents explored reasons for the problems.

Eighty-five percent of respondents attribute the high fees and slow speed to the monopoly of the top three telecom operators: China Mobile, China Union and China Telecom. The three tycoons control the majority of China's Internet and broadband industry.

Would-be competitors are required to purchase access to their networks to deliver Internet data.

Almost 11 percent of the respondents said China's information infrastructure



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needs improvement.

The Ministry of Industry and Information Technology has stated that it will expand network investment and reduce data fees with the cooperation of other departments.

"China Mobile's phone bills for 4G data will be reduced this year. The decrease will depend on your package," said Xi Guohua, China Mobile's president, in March.

Beijing Union announced that it will introduce a higher-speed plan for fixed broadband, and that users may reach network speeds in excess of 100 megabits (12.5MB) per second. ■

(Qu Chaonan is an intern at Beijing Today.)



More Chinese are demanding a driving license, and driving schools won't pass up the lucrative market.

Opening Driving Tests to Individuals no Cure for Corruption

BY YANG XIN

There are few service industries as corrupt as China's driver's training. Bribing driving instructors and examiners has become a cornerstone of the industry's revenue.

Liang Zhixiong, director of Zhanjiang Vehicle Administration in Guangdong province, was given a 10-year prison sentence on April 5. Investigators said he had received 220,000 yuan in bribes from aspiring drivers, who paid the administration a total of 2.1 million yuan.

Liang also received bribes from administrative staff who wanted to make sure they could keep their lucrative positions. One examiner surnamed Qi gave Liang 170,000 yuan during a period of restructuring to safeguard his job.

Bribery is common at driving schools throughout the country. A traffic officer from Dezhou, Shandong province, was sentenced to seven years and six months in prison in January for taking more than 800,000 yuan in bribes from local driving schools. Last February, 21 officials in Shijiazhuang Vehicle Administration were sentenced to three to 10 years in prison on similar charges.

An Unspoken Code

By the end of 2014, the number of Chinese drivers had surpassed 300 million. Among them, 180 million hold licenses for family cars, according to a recent CCTV News 1+1 program.

In China, taking classes at a school approved by traffic-administration authorities is the only way to apply for a



Photo by Epoch Times

driver's license. Authorities keep tight control over the number of schools in their jurisdiction and cap the number of students a school can admit.

But many driving schools bribe traffic police to be assigned higher student quotas. Liu Yuanju, a law professor at the Shanghai Institute of Finances and Law, said regulators are to blame for corruption because of their monopoly over the licensing system and collusion with driving schools.

"On one hand, traffic authorities delegate the administrative task of exam arrangement to driving schools," said Shi Lijue, a partner in Shanghai Watson & Band Law Firm. "On the other, authorized instructors in driving schools take

advantage of the monopolized power to seek personal gain."

A lawyer quoted by Insight, a TV special report by Xinhua News Agency, said that driving school fees are not regulated by market principles, even though they appear to be. "With the supply of driving training service falling far behind the demand, it is no surprise to see sellers use their dominant position for personal interest."

A Dubious Cure

The government is trying to regulate the notorious gray market through means other than legal punishment.

During a seminar on police administrative reform on April 15, officials



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from the Ministry of Public Security said they were rolling out a pilot program under which drivers will be able to study for licensing exam on their own starting in July.

People will also be allowed to take exams where they live and work even if they don't have a hukou, or household registration.

Critics say the program might not rein in corruption because self-taught individuals will face numerous obstacles and will likely be sent back to driving school.

In fact, in some provinces such as Jiangxi, Hebei and the Inner Mongolia Autonomous Region, the pilot program has been underway for years. The results are not that inspiring.

According to a recent report by *Jiangxi Daily*, the Nanchang Traffic Management Bureau has been allowing self-taught applicants for some time. Statistics from the local vehicle administration office show that the pass rate for self-taught examinees is 55 percent. On the other hand, more than 90 percent of the applicants who enrolled in driving classes passed the exam.

"Even drivers whose license was revoked once may find it difficult to pass the test without training experience in a driving school, let alone fledgling drivers," said a spokesperson for Nanchang Motor Vehicle Driver Training Center.

Beyond the difficulties of the test itself, self-taught drivers found it hard to rent a learner vehicle or find a coach for practice. Nanchang's self-taught applicants all went through a period of driving without license because there was no place they could rent a learner vehicle, according to the report.

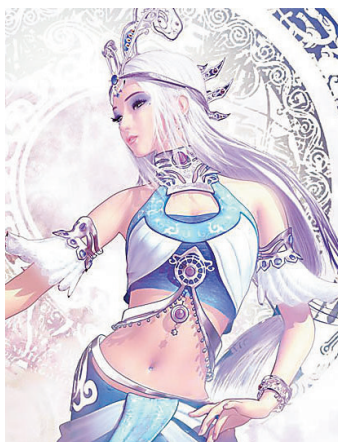
In Shijiazhuang, Hebei province, the pilot program was pushed forward for some time and soon halted.

"There was even more concern about corruption after the program's implementation," wrote Xu Fuxiang, a commentator on Sichuan Online.

"Driving schools have been occupying the market for a long time, and there is little possibility that they would stand by and watch the market contract. Most will use their binding relationship with vehicle administration offices to seize privilege for their students during driving tests." ■



'Legend of Qin' Heralds Springtime for Animators



BY WANG LINGXIAO

The *Legend of Qin*, based on Wen Shiren's novel of the same title, is the first 3D animated series about martial arts in China.

Its stories take place during the Qin Dynasty, spanning the 30 years from the founding to the destruction of China's first empire. The protagonist, Jing Tianming, is a young man who grows from being a weak and ignorant boy to a hero who single-handedly changes history.

Produced by Sparkly Key Animation Studio in Hangzhou, Zhejiang province, the animated series incorporates martial arts, fantastic stories and history, which together paint an image of ancient China some 2,000 years ago.

Sparkly Key invested 60 million yuan in the project, with a 17 million yuan return in 2011. In 2012, the earnings reached 30 million, according to CCBOS, a business news website.

By 2014, the company put out five seasons of the series. Translated into seven languages, the animated series has won more than 100 awards both in China and abroad.

The show was hugely popular when it first aired in 2007. Subsequently, it accumulated some 2 billion views on streaming media websites, according to a Tencent Comic report.

The first film based on the series in 2014 had box-office earnings of 13.2 million yuan on opening day. It claimed 60 million yuan during its whole theatrical run.

Cultural Elements

In a country with such a long history, old stories and legends provide fertile resources for animators.

Kung Fu Panda, the American film produced in 2008, was undoubtedly the most successful animated feature to combine Chinese kung fu with other Oriental elements. The Hollywood movie stirred a discussion about why Chinese traditional elements are missing in domestic animation.

The Legend of Qin's production quality was inferior to *Kung Fu Panda* when it started out, but it improved significantly over its several-year run.

Chinese cultural elements contribute much to its popularity. The series incorporated essential philosophies of schools from the pre-Qin era, such as Confucianism, Taoism, Mohism and Legalism. In addition, traditional opera, Han clothing, embroidery and decorative bronze were used to

accentuate the Chinese-style.

Music was another of the series' highlights. The soundtrack was created using many traditional instruments such as the guzheng, xiao and hammered bells.

Into New Media

Besides traditional TV distribution, *The Legend of Qin* also blazed its way into new media distribution through streaming partnerships with IPTV and mobile video carriers.

The third season topped 100 million views within three months and reached 300 million within half a year when aired on Ku6, a streaming video website.

Compared with many other domestic animations, such as *Pleasant Goat and Big Big Wolf*, which targets children under 12 years old, *The Legend of Qin* focused on winning viewers between the ages of 12 and 25 – an age bracket famous for its new media consumption.

"Our main target is people who indulge in the Internet and smartphones and are less interested in TV programs. They also play Internet games," said Shen Leping, the series' director and manager of Sparkly Key.

"New media ties the animation industry closer than ever to its viewers," said Du Gang, managing director of China Animation Association. "Animation companies can interact with viewers using the Internet. Knowing the demands of the audience makes it possible to produce more popular animations."

Influence on the Industry

China's animation industry is growing rapidly. According to statistics from the Ministry of Culture, the animation industry's gross earnings reached 47 billion yuan in 2010. Thirteen of China's 8,360 animation companies have more than 100 million yuan in annual revenue.

But compared with the US or Japan, which has nearly 100-year history in animation, China still has a long way to go.

The Legend of Qin succeeded even without cutting-edge technology because viewers accepted its appealing stories. It also spawned a product line that includes 3D computer animated films, novels and video games.

Liu Li, an industrial researcher and analyst at qianzhan.com said successful animations like *The Legend of Qin* have made the animation industry a hotbed of investment. ■

(Wang Lingxiao is an intern at Beijing Today.)

BY YANG XIN

2015 marks a changing of the guard in China's top universities. Since last October, schools around the country have been preparing to transition to new presidents and administrative boards.

University leaders are prohibited from holding the same position more than a decade, and each newcomer brings a unique view of his or her position. While some want to focus on administrative duties, others prefer to continue their teaching or research.

But the absence of guidelines on what is expected of a university president can mean surprises for students and parents.

Qiu Yong, the new president of Tsinghua University, said during his first symposium with students that he still plans to continue his teaching. Qiu has been teaching organic electronics since 2003, according to the *Legal Evening News*. He still managed to squeeze in time for class, even after he became the school's vice president in 2009.

While some are moved by his passion, others doubt its necessity – especially as the concept of university professionalization is starting to be recognized.

Small-Scale Consensus

In the past three years, more and more university presidents have declared publicly that they would give up scientific research and dedicate themselves to their administrative role.

In 2011, the Hunan University president announced he would not apply for scientific grants or lead any postgraduate students. In 2012, that same commitment was made by the president of Beijing Normal University.

In fact, the professional commitment of university presidents is a recurring topic in China's higher education field.

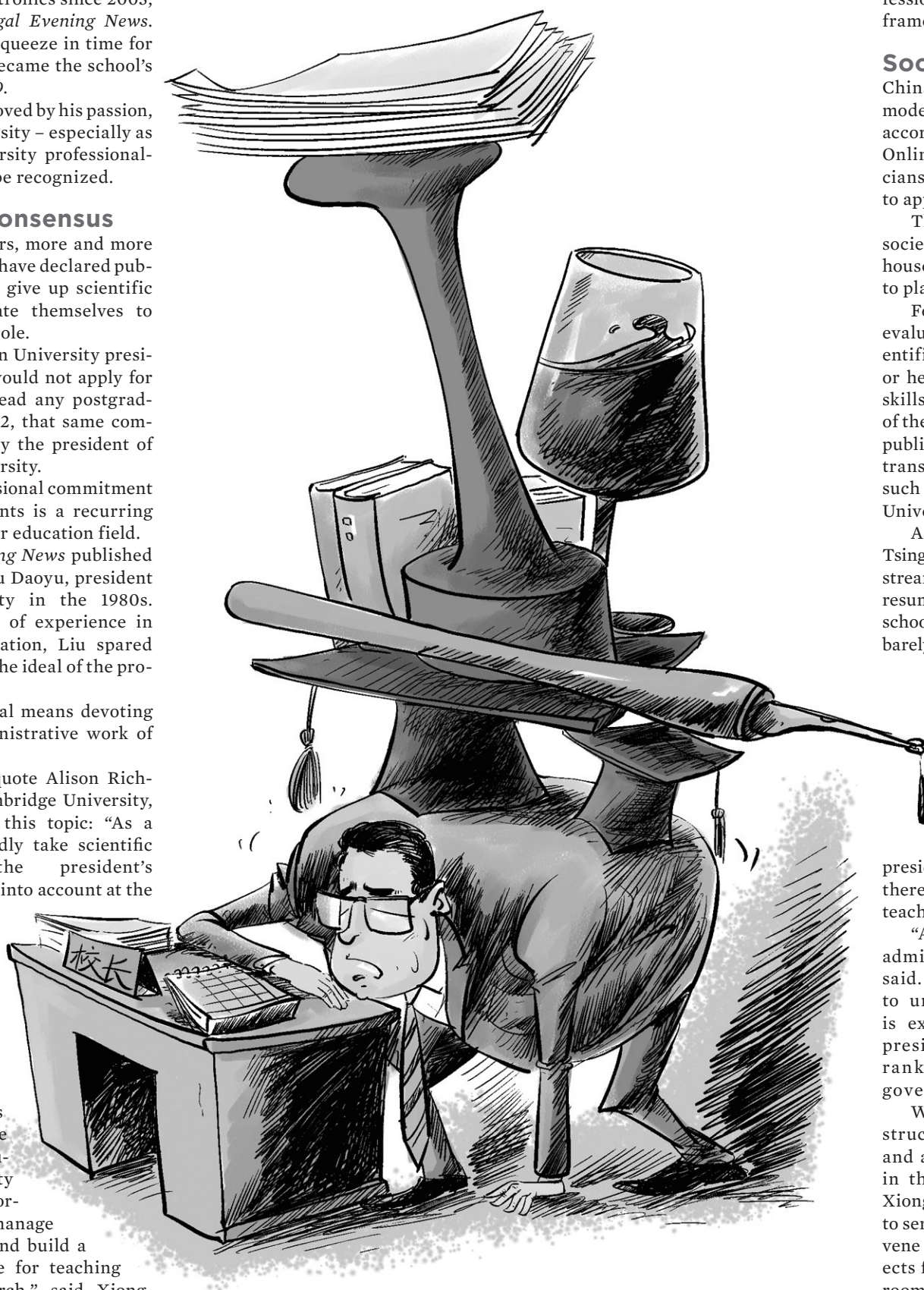
In 2005, the *Beijing News* published an interview with Liu Daoyu, president of Wuhan University in the 1980s. During his 24 years of experience in university administration, Liu spared no effort to promote the ideal of the professional president.

"Being professional means devoting yourself to the administrative work of your office," he said.

Some educators quote Alison Richard, president of Cambridge University, when they refer to this topic: "As a president, I can hardly take scientific research and the president's administrative work into account at the same time. I believe that as a president, the primary goal is to strengthen the whole university's teaching and scientific research capabilities and cultivate high quality students."

Richard's idea has been adopted by more and more Chinese educators. "A university president's most important obligation is to manage the university well and build a favorable atmosphere for teaching and scientific research," said Xiong-

University Presidents Torn Between Administration, Teaching



Bingqi, vice director of the 21st Century Education Research Institute.

Yang Yuliang, former president of Fudan University, once asserted publicly that Chinese university presidents are too keen to utilize of their power and status, and that makes them a danger to society.

In fact, the nation's education authorities have also requested that presidents need to be more professional than before. New rules have been introduced in the selection of university presidents, and the primary criterion for a candidate is no longer his or her teaching or research record but management skills. A good example is the election of former Tsinghua University president Chen Jining. Chen was elected due to his internationalized concept of school management.

However, there hasn't been a widespread consensus that a president's obligation should be confined to the administrative field, and the road to professionalization lacks an institutional framework.

Social Perspective

China's university president selection model fell into a pattern in the 1990s, according to a report by Huasheng Online. In a university with academicians, non-academicians had no chance to appear on the candidate list.

The university was the epitome of a society in which there are workers and housekeepers: presidents were expected to play both roles.

For a long time, the public tended to evaluate a candidate's teaching or scientific research abilities rather than his or her management and administrative skills. The media also lauded the concept of the "academician president" to attract public attention – especially when the transitions happened at top universities such as Tsinghua University and Peking University.

After the announcement of the latest Tsinghua University president, most mainstream media listed in detail Qiu Yong's resume and scientific achievements. His school administration experience was barely mentioned in the reports.

Institutional Setting

Qiu's impractical wishes also reflect a huge deficiency in China's university management field, Xiong said.

Xiong said that the prevailing university management system has no smooth channel for the president to talk with students directly; therefore, Qiu plans to mend the gap by teaching classes.

"Another fundamental cause is the administrative ranking system," Xiong said. "Ranking presidents according to universities' educational rankings is extremely dangerous. It is luring presidents to always seize higher rankings instead of better school governing methods."

Without a modern administration structure, the administrative power and academic power are concentrated in the hands of university leadership, Xiong said. "Some forget their promise to serve the university and start to intervene in educational and academic projects for personal interests, which yields room for corruption." ■

Photo by CFP

180 Seconds to Capture Beijing

BY YANG XIN



What sets urbanites into motion, and how do they move? How do they treat one another, and when do they clash? How do they manage their time, and how do they share their possessions? How do they envision the future?

180 Second City, a joint production by the Goethe-Institut and the German School of Journalism, aims to shoot 64 short films in 16 cities around the world. The premise is that a city's image can be captured in 180 seconds to show what unites people and makes them different.

From Berlin to Bogota – and back via Tokyo and Kolkata – the project recruits young international journalists and filmmakers to compile reports and collect impressions of their cities.

Unlike what is commonly seen in travel brochures, filmmakers are expected to interpret the cities where they live. Each participant will produce four videos on the themes “Space and Time,” “With One Another – Against One Another,” “Sharing

and Exchanging” and “Tomorrow.”

All videos must have a clear storyline.

Works based on the first theme, “Space and Time,” were released in March. Filmmakers searched out places that resisted the city's rapid pace by going on top of buildings and underground. They followed their protagonists to where the day begins and where the night doesn't want to end.

Filmmaker Jian Yi and his team shot “180 Seconds in Beijing” in 24 hours. The film shows how Beijing residents interact in the urban space and how the team perceived space and time on the shooting day.

The film captures the city's realities and fantasies through its residents' heartbeats and dreams. The city is at once ancient and futuristic, fast and slow, stressful and peaceful – a place where some settle for good and others never return.

Videos featuring the remaining three themes will be released in May, September and November respectively. Project updates are available on www.goethe.de/en. ■



Photos by Goethe-Institut China



Photos by CRI



Food Festival Brings Mexican Flavors to Town

BY YANG XIN

The Embassy of Mexico in Beijing launched its food festival Flavors of Mexico on April 15 at Hilton Beijing, featuring works of the renowned Mexican Chef Eduardo Perez.

Flavors of Mexico will be open

through May 1. During the two-week festival, people in town will be able to enjoy authentic Mexican food, with lunch and dinner menus prepared by Perez and Hilton Beijing Executive Chef Andreas Bruck.

Mexico has been dedicated to the worldwide promotion of its cuisine for decades.

As a rising figure in Mexican gastronomy, Perez has dedicated more than 10 years of his career to researching, studying, teaching and cooking Mexican cuisine. In the past six years, he has prepared Mexican food at festivals and gala dinners in Belgium, Canada, Grand Cayman Island, Ethiopia and India.

This is his first time participating in a food festival in China. “I had always wanted to come to China and to share the nature and culture of Mexican food with Chinese friends,” he said.

Mexico has long been known for the quality and variety of its traditional food, from quesadillas to tacos. In 2010, UNESCO recognized Mexican cuisine as an intangible cultural heritage of humankind.

Fine dining – Mexican haute cuisine – is catching up, and restaurants specializing in traditional ingredients are emerging, with Mexican chefs such as Perez spearheading the change. Mexican haute cuisine is moving away from French and Spanish influences and closer to traditional Mexican cuisine.

Perez will also host a Mexican cooking class on April 25. ■

Ancient-Style Painting Supports Beijing, Zhangjiakou's Bid for the 2022 Winter Games

July 31 will be a vital day for Beijing and Zhangjiakou, Hebei province. On that day, the International Olympic Committee will determine who will host the 2022 Olympic Winter Games.

Beijing and Zhangjiakou are bidding together to host the 24th Winter Olympics. In order to help China win the competition, *Beijing Youth Daily* and Modern Farming are creating a long Chinese painting, titled *Jingji Dongle Tu*, and collecting photos of winter sports on April 19.

At the opening ceremony, Zhao Dongming spoke about *Along the River During Qingming Festival*, the famous Song Dynasty painting that depicts scenes in the lives of many people.

The *Jingji Dongle Tu* will similarly illustrate people engaged in winter sports and the winter scenery of Beijing and Hebei province.

"The purpose of this painting is to showcase local customs and people doing sports in Beijing and Hebei," Zhao said. "To be more exact, it aims to show that Beijing and Zhangjiakou have the confidence to host the 2022 Olympic Winter Games on account of the two cities' good social conditions and strong public support."

The 22-meter-long *Jingji Dongle Tu* will be completed in July and presented to the Beijing 2022 Olympic Winter Games Bid Committee.

The scenes in *Jingji Dongle Tu* will be inspired by photos collected in a project named "Dongle Photo" that began on April 19.

The project will run for eight weeks and allow participants to submit photos they've taken of Beijing and Hebei province residents doing winter sports.



Interested participants can send their pictures to dongle@ynet.com, an email address the *Beijing Youth Daily* created for this activity. They can also upload photos with the OK Home app on their mobile phones.

Every week, a sponsor will select 22 photos and single out the best. Then, the *Jingji Dongle Tu* creative team will select representative scenes from the winning photos and paint them on the long Chinese scroll.

Winning photos will be shown on the OK Home app and on the Beijing Yingxiang and xdm7777 WeChat channels. All entries can be seen on Ynet.com.

The winner of the Dongle Photo contest will receive

22 boxes of milk, supplied by Modern Farming. In addition, photographers who win "best photo" will have a chance to bring their family to visit the company's pasture in Zhangjiakou.

As the biggest dairy farming company and producer of raw milk in China, Modern Farming has 200,000 cows and 25 industrial pastures around the country. In 2014, Modern Farming grossed more than 5 billion yuan, an increase of 52.8 percent. Revenues from its own milk brand business have been up to 833 million yuan, an increase of 159 percent. ■

(By Shu Pengqian)

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